

RJ REYNOLDS

TOBACCO COMPANY

January 30, 1997

 **E-Mail**

S. SCHWALM

R. DUSZYNSKI

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-4179

Fax (716) 634-3145

B1G1F: DORAL BOX 100 INTRODUCTION #700447

Based on Region allocation amounts, the *Doral Box 100 B1G1F Promotion* will be worked within Region 16XX direct accounts / retail accounts. Two displays per retail account are being shipped to all Region 16XX direct accounts for distribution to our participating retailers.

Attached is an Excel spreadsheet for both Tripifoods (#649920) and McLane NE (#375878), showing participating VAP independent / chain accounts residing within Region #16XX. Please review this spreadsheet and let me know if the chains indicated will accept this promotional distribution.

I will need your response by Monday, February 3rd. If you have no changes, you can Voice Mail me. I apologize for the short turn-around time, but due to the number of April promotions, it could not be helped.

Note to RMD: I have allocated 13 cases (each style) to Tops for Wilson Farms; this works out to 2 displays per store. If you can use additional product, please let me know the number of additional cases by 2/3/97.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: S. MacLeod

51845 7321

TRIPIFOODS (#649920):

CIGARETTE DISPLAYS BY STATE

51845 7322

TRIPIFOODS					
APRIL DORAL BOX 100 B1G1F INTRODUCTION: #700447					
(DORAL LIGHT BOX 100 / DORAL FF BOX 100)					
GROUP	CHAIN ID #	MANAGER	NO. OF STORES IN REGION #16XX	DISP LAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS
ARROW MART	2892-00-00	1645	11	2	22
CFM FRANCHISE/ CORP	0990-XX-XX	??	9	2	18
CONSUMER BEV	2477-00-00	1645	15	2	30
GENESEE FARMS	3545-00-00	1645	7	2	14
HESS MART	0353-03-XX	??	38	2	76
HESS STATION	0353-02-XX	??	58	2	116
K & K FOODMART	4141-00-00	1645	10	2	20
KENYON VARIETY	1895-00-00	1645	7	2	14
LAKE COUNTY	1887-00-00	1645	8	2	16
NEWCOMB OIL	3514-00-00	1645	3	2	6
NOCO	1194-00-00	1645	43	2	86
PETRO USA	5342-00-00	1622	7	2	14
PAL MART	5180-00-00	1645	4	2	8
PERFECTION OIL	3173-00-00	1622	4	2	8
RED APPLE/ KWIK-FIL	565-00-00	1645	213	2	426
INDEPENDENTS	N/A	N/A	27	2	54
TOTALS			464		928
(39 Cases each style)					

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

51845 7323

McLANE

APRIL DORAL BOX 100 B1G1F INTRODUCTION: #700447

(DORAL LIGHT BOX 100 / DORAL FF BOX 100)

CHAIN NAME	CHAIN ID #	MANAGER	NO. OF STORES IN REGION #16XX	DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS
A-PLUS/ ATLANTIC/ A-MART/ SUNOCO	0362-XX-XX	??	76	2	152
COOKS CONVENIENT	1547-00-00	1645	8	2	16
CONVENIENCE EXPRESS	3280-00-00	1642	5	2	10
EXPRESS MARTS / PETRO	1879-XX-XX	1642	40	2	80
J MART	2803-00-00	1645	8	2	16
MOHAWK VALLEY	5405-00-00	1642	5	2	10
RED BARREL	1872-00-00	1642	23	2	46
SUGAR CREEK	1227-00-00	1645	93	2	186
SUNRISE FOOD	4200-00-00	1642	22	2	44
INDEPENDENTS	N/A	N/A	12	2	24
TOTALS			292		584

(35 Cases Each Style)